

L'ORÉAL

A First In Europe: Electric Trucks Making Deliveries In Paris

Paris, 9 October 2003

L'Oréal, GEFCO and EDF are innovating in freight transport. For the first time in Europe, a 10-tonne electric truck will deliver goods to the centre of Paris.

GEFCO, one of Europe's leading transport and logistics groups, is to use 10-tonne electric trucks to deliver L'Oréal hairdressers' products (L'Oréal Professionnel, Kérastase, etc.), skin products (Vichy, La Roche Posay) and luxury products (Lancôme, Cacharel, Helena Rubinstein, etc.) in Paris.

The trucks will begin criss-crossing the city centre (Champs Elysées, Concorde, Madeleine, Grands Boulevards) in mid-October to supply L'Oréal stockists (chemists, cosmetics shops, hairdressers), in quiet, pollution-free efficiency.

The delivery service is the outcome of a four-year joint project involving L'Oréal, the world's leading cosmetics manufacturer, GEFCO, EDF and PVI, the company that developed the truck with support from the ADEME (French Agency for Environment and Energy Management). Initially, three electric trucks will be doing the rounds in Paris. Plans have been made to introduce the same transport service in other major European cities when the trial phase is finished.

The truck is a fully electric-powered vehicle that produces no exhaust gases. It has a top speed of 70 km/h and has a range of to 100 km (55 to 60 km in the city), which is satisfactory for a city delivery vehicle.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

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This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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